



# Alabama Commission on Higher Education

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## Proposal for a New Degree Program

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### I. Information and Rationale

#### A. Primary Contact Information

Institution: Troy University

Contact: Dr. Mary Anne Templeton

Title: Associate Provost, Dean of the Graduate School

Email: mtempleton@troy.edu

Telephone: (334) 670-3189

#### B. Program Information

Date of Proposal Submission: 9/6/2024

Award Level: Bachelor's Degree

Award Nomenclature (e.g., BS, MBA): BSBA

Field of Study/Program Title: Management

CIP Code (6-digit): 52.0201 – Business Administration and Management, General

#### C. Administration of the Program

Name of Dean and College: Dr. Judson Edwards, Sorrell College of Business

Name of Department/Division: Department of Management, HRM, and Law

Name of Chairperson: Shelley Davis

#### D. Implementation Information

Proposed Program Implementation Date: 8/13/2025

Anticipated Date of Approval from Institutional Governing Board: 3/20/2024

Anticipated Date of ACHE Meeting to Vote on Proposal: 12/13/2024

SACSCOC Sub Change Requirement (Notification, Approval, or NA): Notification

Other Considerations for Timing and Approval (e.g., upcoming SACSCOC review): NA

#### E. Concise Program Description

Include general opportunities for work-based and/or experiential learning, if applicable.

All students in the proposed Management Major are encouraged to complete an internship.

The 3 credit-hour MGT 4499 Management Internship course is an encouraged elective to satisfy one of the Major electives.



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## F. Specific Rationale (Strengths) for the Program

List 3 – 5 strengths of the proposed program as specific rationale for recommending approval of this proposal.

1. **Depth of knowledge.** This program builds upon the existing Management Concentration that is a concentration within the Global Business Major and has been one of the most popular concentration options. The move to a full major will allow a greater depth of Management knowledge for our students.
2. **Specialization options.** This program will allow students the option to specialize in areas related to Management that align with their career goals such as Data Analytics; Entrepreneurship; Hospitality, Tourism, and Event Management; Human Resource Management; Marketing; Promotion; Risk Management and Insurance; Sport Management; and Supply Chain Management.
3. **Experiential Learning Opportunities.** An emphasis of this program will be on helping students find and complete internships. Interning students will have the opportunity to complete at least one internship course accompanying their internship for course credit. The curriculum will emphasize learning that goes beyond the textbook including case studies, self-assessment, and activities that develop their management skills, bridging the gap between theory and practice.

List external entities (more may be added) that may have supplied letters of support attesting to the program’s strengths and attach letters with the proposal at the end of this document.

1. [Insert Text]
2. [Insert Text]
3. [Insert Text]

## II. Background with Context

### A. Student Learning Outcomes

List four (4) to seven (7) of the student learning outcomes of the program.

1. **Knowledge.** Graduates will demonstrate an understanding of fundamental management principles and theories.
2. **Soft Skills.** Graduates will be able to apply soft management skills at the individual, interpersonal, and group level.
3. **Critical thinking.** Graduates will be able to critically address organizational challenges and make optimal decisions.



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4. **Ethics.** Graduates will be able to apply ethical principles in organizational settings.

## B. Similar Programs at Other Alabama Public Institutions

List programs at other Alabama public institutions of the same degree level and the same (or similar) CIP codes. If no similar programs exist within Alabama, list similar programs offered within the 16 SREB states. If the proposed program duplicates, closely resembles, or is similar to any other offerings in the state, provide justification for any potential duplication.

CIP Code	Degree Title	Institution with Similar Program	Justification for Duplication
52.0201	Business Management & Administration	AAM	See below
52.0201	Business Management & Administration	ASU	See below
52.0201	Business Management	ATSU	See below
52.0201	Business Administration & Management	AU	See below
52.0201	Business Administration & Management	AUM	See below
52.0201	Management	JSU	See below
52.0201	Global Business	TROY	See below
52.0201	Management	UA	See below
52.0201	Management	UAB	See below
52.0201	Business Administration & Management	UAH	See below
52.0201	Management	UM	See below
52.0201	Professional Management	UNA	See below
52.0201	Business Management & Administration	USA	See below
52.0201	Business Administration / Management	UWA	See below

There are certain foundational courses that would be common/expected in a business degree such as Principles of Accounting, Finance, Economics (micro and macro), Business Statistics, Business Law, Business Communications, Marketing, and Management. Similarly, there are certain key management courses that would be likely to be included in any Management program such as Organizational Behavior, Strategic Management, and Human Resource Management. Similarities in programs regarding such foundational courses are not addressed.

Our Management Major includes two core Management courses which help differentiate our program: MGT 4440 Developing and Leading Effective Teams and MGT 4450 Corporate Social Responsibility. From a review of core Management courses across the Alabama programs, stand-alone courses in these topic areas appear to be unique. UM does have a related elective option in Social Entrepreneurship/Sustainability.

Another thing that makes our program different is the multiple options students have to choose from if, beyond the required Management courses and Major Electives, they wish to specialize in an area related to Management. If students do not want to choose a specialization area, they can choose the “General Electives” option where they select a mix of upper-level business electives that aligns with their career interests. Proposed specialization options include: Data Analytics; Entrepreneurship; Hospitality, Tourism, and Event Management; Human Resource Management; Marketing; Promotion; Risk Management and Insurance; Sport Management; and Supply Chain Management. Some of these specialization options (e.g., Human Resource Management and Entrepreneurship) are common options as concentrations or minors in other Alabama programs, but others are



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unique options to our proposed program (e.g., Risk Management and Insurance). Below is a table illustrating the identified concentrations and minors identified as available in the other Alabama Management Majors, when applicable.

## Management Majors in Alabama with Concentration or Minor Options:

Institution	Available Concentrations	Available Minors
AAM	Management	
ATSU		<ul style="list-style-type: none"> <li>• Accounting</li> <li>• Acquisition &amp; Contract Management</li> <li>• Advanced Manufacturing Management</li> <li>• Aerospace Systems Management</li> <li>• Enterprise Systems Management</li> <li>• Finance</li> <li>• Forensic Accounting</li> <li>• Government Contract Accounting</li> <li>• Health Care Management</li> <li>• Human Resource Management</li> <li>• Information Systems Management</li> <li>• International Business</li> <li>• Logistics and Supply Chain Management</li> <li>• Management of Cybersecurity Operations</li> <li>• Marketing</li> <li>• Operations Management</li> <li>• Project Management</li> <li>• Small Business/Entrepreneurship</li> </ul>
AU		<ul style="list-style-type: none"> <li>• Entrepreneurship &amp; Family Business</li> <li>• Human Resource Management</li> <li>• Organizational Leadership</li> </ul>
JSU	<ul style="list-style-type: none"> <li>• Entrepreneurship</li> <li>• Human Resource Management</li> <li>• Management Information Systems</li> </ul>	
UA	<ul style="list-style-type: none"> <li>• Entrepreneurship</li> <li>• Health Care Analytics</li> <li>• Human Resource Management</li> </ul>	
UAB	<ul style="list-style-type: none"> <li>• Business Administration</li> <li>• Operations Management</li> </ul>	
UAH	<ul style="list-style-type: none"> <li>• Acquisition Management</li> <li>• General Business</li> <li>• Human Resource Management</li> <li>• General Management</li> <li>• Supply Chain Management</li> </ul>	
UM	<ul style="list-style-type: none"> <li>• Human Resources</li> <li>• International Management</li> </ul>	
USA	<ul style="list-style-type: none"> <li>• Entrepreneurship</li> <li>• General Management</li> <li>• Human Resources</li> </ul>	



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## C. Relationship to Existing Programs within the Institution

1. Is the proposed program associated with any existing offerings within the institution, including options within current degree programs? Yes  No

(Note: Most new programs have some relationship to existing offerings, e.g., through shared courses or resources). If yes, complete the following table. If this is a graduate program, list any existing undergraduate programs which are directly or indirectly related. If this is a doctoral program, also list related master's programs.

Related Degree Program Level	Related Degree Program Title	Explanation of the Relationship Between the Programs
BSBA	Global Business Major – Management Concentration	Courses in the existing concentration are included in the new major
BSBA	Global Business Major – Human Resource Management Concentration	Courses in the existing concentration are included or are options in a new Human Resource Management Specialization option in the new major

2. Will this program replace any existing programs or specializations, options, or concentrations? Yes  No

If yes, please explain.

This new program will replace the existing Management and Human Resource Management Concentrations which are options in the existing Global Business Major.

3. Will the program compete with any current internal offerings? Yes  No

If yes, please explain.

Many of the courses included in this new major would be available for students in other majors to take as electives, but this is the case under our current Concentration structure under the existing Global Business Major. Two of the courses (i.e., MGT 4472 Organizational Behavior and HRM 3375 Global Human Resource Management) are also courses in the existing Global Business Major.

## D. Collaboration

- Have collaborations with other institutions or external entities been explored? Yes  No

If yes, provide a brief explanation indicating those collaboration plan(s) for the proposed program.

- Have any collaborations within your institution been explored? Yes  No

If yes, provide a brief explanation indicating those collaboration plan(s) for the proposed program.

Some of the specialization options included with the proposed major come from other Departments/Schools within the Sorrell College of Business (i.e., Data Analytics;



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Entrepreneurship; Hospitality, Tourism, and Event Management; Marketing; Promotion; Risk Management and Insurance; Sport Management; Supply Chain Management).

## E. Specialized Accreditation

1. Will this program have any external accreditation requirements in addition to the institution's SACSCOC program requirements? **Yes**  **No**

If yes, list the name(s) of the specialized accrediting organization(s) and the anticipated timeframe of the application process.

The Sorrell College of Business maintains specialized accreditation by The Association to Advance Collegiate Schools of Business (AACSB). No additional application process for this program will be required; AACSB will be notified during annual reporting.

2. Does your institution intend to pursue any other non-required accrediting organizations for the program? **Yes**  **No**

If yes, list the name(s) of the organization(s) and the purpose of the pursuit.

If there are plans to pursue non-required external accreditation at a later date, list the name(s) and why the institution is not pursuing them at this time.

**Note:** Check **No** to indicate that non-required external accreditation will not be pursued, which requires no explanation.

## F. Professional Licensure/Certification

Please explain if professional licensure or industry certification is required for graduates of the proposed program to gain entry-level employment in the occupations selected. Be sure to note which organization(s) grants licensure or certification.

Not applicable.

## G. Additional Education/Training

Please explain whether further education/training is required for graduates of the proposed program to gain entry-level employment in the occupations selected.

Not applicable.

## H. Admissions

- Will this program have any additional admissions requirements beyond the institution's standard admissions process/policies for this degree level? **Yes**  **No**

If yes, describe any other special admissions or curricular requirements, including any prior education or work experience required for acceptance into the program.



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## I. Mode of Delivery

Provide the planned delivery format(s) (*i.e.*, in-person, online, hybrid) of the program as defined in policy along with the planned location(s) at which the program will be delivered (*i.e.*, on-campus and/or at specific off-campus instructional site(s)). Please also note whether any program requirements can be completed through competency-based assessment.

The proposed program will be delivered primarily in an in-person format on the main campus in Troy, AL although some course options, primarily elective options, may be offered only in an online format through TROY Online. In the recent past, the following courses have only been offered in an online format:

- HRM 4482 Managing Health, Safety and Diversity – HRM specialization elective or upper-level Business elective
- HRM 4485 Compensation – HRM specialization elective or upper-level Business elective
- QM 3342 Decision-Making & Data Analytics – Supply Chain Management specialization core or upper-level Business elective
- MGT 4460 Introduction to Project Management – Supply Chain Management specialization elective or upper-level Business elective (other elective option is regularly offered in-person)

There are enough other course offerings in an in-person format such that the only students who may have to take a course online if the above continue to only be offered in an online format, which is unlikely, would be those in the Human Resource Management Specialization (1 course) or Supply Chain Management Specialization (1-2 courses).

Note: MGT 4475 Entrepreneurial Management is not scheduled to be offered in an in-person format this academic year but can be offered in person and will likely return to the in-person format option next academic year.

For the foreseeable future, many of the courses will also be offered in an online format through TROY Online while we “teach out” the current Management and Human Resource Management concentrations which are also offered in an online format. No program requirements can be completed through competency-based assessment. Some courses, particularly in the specialization areas, are only offered in an in-person format such as those in the Data Analytics and RMI specializations.

## J. Projected Program Demand (Student Demand)

Briefly describe the primary method(s) used to determine the level of student demand for this program using evidence, such as enrollments in related coursework at the institution, or a survey of student interest conducted (indicate the survey instrument used), number and percentage of respondents, and summary of results.

Students were surveyed across the three sections of Fall 2024 MGT 3300 Principles of Management and the Fall 2024 section of MGT 4450 Corporate Social Responsibility and Sustainability and MGT 4472 Organizational Behavior about their interest in a stand-alone Management Major. Of the possible 148 students, 121 students responded (response rate = 81.8%). These students reflected the following majors: Accounting (12), Data Analytics (3), Economics (16), Global Business (78), Sport Management (4), Interdisciplinary Studies (5), and Other (3). Students in the Global Business Major reflected the following concentrations: Business Accounting and Finance (7), Data Analytics (1), Entrepreneurship (4), General Business (22), Human Resource Management, (2), Management (8), Marketing (19), Risk Management and Insurance (9), Music Industry (1), Spanish (1), Not sure (4).

Of the 121 students completing the survey, 35.5% indicated they would likely choose this new major if they were just beginning their degree and had the option. Of the remaining students, 20.7% indicated they would not be likely to choose this new major, and 43.8% indicated maybe/ not sure. Students who indicated “no” to this question moved to the end of the survey and did not receive the remaining questions.





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The next question asked whether the remaining students (96) would be more likely to choose the current Global Business Major with a concentration in Management or the new stand-alone Management Major with the opportunity to specialize in a related area. 37.2% indicated they would likely choose the new major. The next two questions asked students to indicate what their first choice and second choice, respectively, would be for a specialization area if they were to choose the stand-alone Management Major. For their first choice, the most popular choices were: Marketing (23), Entrepreneurship (18), General Business (16), Sport Management (11), Risk Management and Insurance (RMI) (9), and Data Analytics (8), followed by Supply Chain Management (4), Hospitality, Tourism, & Event Management (HTE) (3), and Promotion (1). Three students indicated they would not want to choose a specialization and were moved to the end of the survey. For the second choice, the most popular choices were: Marketing (22), Entrepreneurship (17), General Business (14), Data Analytics (9), Sport Management (9), and RMI (8) followed by HTE (5), Promotion (3), and Supply Chain Management (1). Four students indicated they did not have a 2<sup>nd</sup> choice. Unfortunately, the Human Resource Management specialization option was mistakenly left off the list of choices. It is expected that perhaps some of the students who selected the General Business option and/or are currently enrolled in the HRM concentration may have selected this option.

Of the students surveyed who are currently in the Global Business Major with a concentration in Management (8), 62.5% indicated they would likely choose the new proposed Management Major, and the other 37.5% indicated maybe/not sure. However, 62.5% of these students indicated if given the choice between the new major or their current major, they would likely choose their current major. The most popular first choice for specialization areas was Entrepreneurship (2) with one choice each for Data Analytics, Marketing, RMI, Supply Chain Management, and would not want to choose a specialization. The second choices were General Business (2), Entrepreneurship (2), Marketing (2), and Sport Management (1).





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## K. Standard Occupational Code System

Using the federal Standard Occupational Code (SOC) System, indicate the top three occupational codes related to post-graduation employment from the program. A full list of SOCs can be found at <https://www.onetcodeconnector.org/find/family/title#17>.

A list of Alabama's In-Demand Occupations is available at <https://www.ache.edu/index.php/policy-guidance/>.

SOC 1 (**required**): 11-1021 General & Operations Managers

SOC 2 (optional): 13-1071 Human Resources Specialists

SOC 3 (optional): 13-1111 Management Analysts

Briefly describe how the program fulfills a specific industry or employment need for the

State of Alabama. As appropriate, discuss alignment with Alabama's Statewide or Regional Lists of In-Demand Occupations (<https://www.ache.edu/index.php/policy-guidance/>) or with emerging industries as identified by [Innovate Alabama](#) or the [Economic Development Partnership of Alabama](#) (EDPA).

These three Standard Occupational Codes are indicated as Demand Occupations in the State of Alabama and show projected growth in Alabama from 2020-2030 ranging from 9%-16%. Specific information and projections are shown below.

### **SOC 1: 11-1021 General & Operations Managers**

From O\*NET OnLine: <https://www.onetonline.org/link/localtrends/11-1021.00?st=AL>

Alabama employment trends:

- Employment (2020): 32,100 employees
- Projected employment (2030): 34,860 employees
- Projected growth (2020-2030): 9%
- Projected annual job openings (2020-2030): 3,020

From Alabama Demand Occupations (2023-2024):

- 2021 Employment 36,320
- Average Annual Openings 3,430
- Median Annual Salary \$96,271

### **SOC 2: 13-1071 Human Resources Specialists**

From O\*NET OnLine: <https://www.onetonline.org/link/localtrends/13-1071.00?st=AL>

Alabama employment trends:

- Employment (2020): 1,570 employees
- Projected employment (2030): 1,720 employees
- Projected growth (2020-2030): 10%
- Projected annual job openings (2020-2030): 150



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From Alabama Demand Occupations (2023-2024):

2021 Employment 8,020

Average Annual Openings 825

Median Annual Salary \$59,257

## **SOC 3: 13-1111 Management Analysts**

From O\*NET Online: <https://www.onetonline.org/link/localtrends/13-1111.00?st=AL>

Alabama employment trends:

Employment (2020): 5,500 employees

Projected employment (2030): 6,350 employees

Projected growth (2020-2030): 16%

Projected annual job openings (2020-2030): 620

From Alabama Demand Occupations (2023-2024):

2021 Employment 6,580

Average Annual Openings 700

Median Annual Salary \$87,048

Alabama Demand Occupations 2023-2024 information from: [https://www.ache.edu/wp-content/Instruction/2024\\_Statewide\\_InDemand\\_Occ.pdf](https://www.ache.edu/wp-content/Instruction/2024_Statewide_InDemand_Occ.pdf)



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### III. Curriculum Information for Proposed Degree Program

A. Program Completion Requirements: Enter the credit hour value for all applicable components (enter N/A if not applicable).

Curriculum Overview of Proposed Program	
Credit hours required in <b>general education</b>	45
Credit hours required in <b>program courses</b>	61
Credit hours in <b>program electives/concentrations/tracks</b>	12
Credit hours in <b>free electives</b>	2
Credit hours in <b>required research/thesis</b>	
<b>Total Credit Hours Required for Completion</b>	<b>120</b>

Note: The above credit hours **MUST** match the credit hours in the *Curriculum Components of Proposed Program* table in Section V.G.

B. Maximum number of credits that can be transferred in from another institution and applied to the program:

42 credit hours

From the 2024-25 Undergraduate Catalog: “A minimum of 31 credit hours in business courses within the B.S.B.A. program must be completed at Troy University. Credits transferred for general studies courses taught by the Sorrell College of Business (e.g., ECO 2251, ECO 2252, and IS 2241) do not count toward this 31 hour minimum.”

37 hour business core + 24 hour proposed Management Major core + 12 hour proposed specialization = 73 credit hours – 31 credit hour minimum to be completed at Troy University = 42 credit hours

C. Intended program duration in semesters for full-time students:

4 years

D. Intended program duration in semesters for part-time students:

6.5 to 7 years

E. Does the program require students to demonstrate industry-validated skills, specifically through an embedded industry-recognized certification, structured [work-based learning](#) with an employer partner, or alignment with nationally recognized industry standards? Yes  No

If yes, explain how these components fit with the required coursework.

F. Does the program include any concentrations? Yes  No

If yes, provide an overview and identify these courses in the *Electives/Concentrations/Tracks* section in the Curriculum Components of Proposed Program Table in Section V.G.



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Students may choose a General Electives option or one of the following Specializations: Data Analytics; Entrepreneurship; Hospitality, Tourism, and Event Management; Human Resource Management; Marketing; Promotion; Risk Management and Insurance; Sport Management; and Supply Chain Management.

- G. Please provide all course information as indicated in the following table. Indicate new courses with “Y” in the associated column. If the course includes a required work-based learning component, such as an internship or practicum course, please indicate with a “Y” in the WBL column.

<b>Program Name:</b>	<b>Management Major</b>			
<b>Program Level:</b>	<b>Undergraduate</b>			
<b>Curriculum Components of Proposed Program</b>				
<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>	<b>New? (Y)</b>	<b>WBL? (Y)</b>
<b>General Education Courses (Undergraduate Only)</b>				
ENG 1101	Composition and Modern English I	3		
ENG 1102	Composition and Modern English II	3		
	Any 1000-2000 level course in Literature	3		
	Any 1000-2000 level course with an expanded historical and cultural scope in the Fine Arts, including the disciplines of Art, Music, Theatre, Film, or other Fine Arts area	3		
	Any two 1000-2000 level courses with an expanded historical and cultural scope in the Humanities/Fine Arts disciplines, including Classics, Communication, Dance, English, World Languages, Interdisciplinary Studies, Music, Nursing, Philosophy, Religion, Sign Language, Theatre, or other Humanities/ Fine Arts areas	6		
MTH 1112	Pre-Calculus Algebra	3		
	Any two 1000-2000 level Science Classes with corresponding lab from the following Science disciplines: Biology, Chemistry, Physics, Physical Science, or Other Science Areas	8		
	Any 1000-2000 level course with a primary focus in History	3		
ECO 2251	Principles of Macroeconomics	3		
ECO 2252	Principles of Microeconomics	3		
	One 1000-2000 level course from the following Social Science Disciplines: Anthropology, Business, Criminal Justice, Economics, Geography, History, Human Services, Leadership, Hospitality, Sport, and Tourism Management, Interdisciplinary Studies, Nursing, Political Science, Psychology, Nutrition, Religion, Social Work, Sociology, or Other Social Science Areas	3		
IS 2241	Computer Concepts and Applications	3		
TROY 1101	The University Experience	1		
Free Electives	Take 2 semester hours of free elective credit	2		



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Program Courses				
<b>Required Courses: BSBA Core</b>				
Lower-level Business Core				
BUS 1110	Orientation to Sorrell College of Business	1		
ACT 2291	Principles of Accounting I	3		
BUS 2215	Research for Business Professionals	3		
LAW 2221	Legal Environment of Business	3		
MGT 3300	Principles of Management	3		
MKT 3300	Principles of Marketing	3		
QM 2241	Business Statistics	3		
RMI 2201	Introduction to Risk in Business	3		
Upper-level Business Core				
BUS 3382	Business Communication	3		
FIN 3331	Managerial Finance	3		
IS 3310	Introduction to Information Systems & Data Analytics	3		
QM 3345	Operations Management	3		
BUS 4476	Strategic Management	3		
<b>Required Courses: Management Major</b>				
MGT 4472	Organizational Behavior	3		
MGT 4440	Developing and Leading Effective Teams	3		
MGT 4450	Corporate Social Responsibility and Sustainability	3		
HRM 3375	Global Human Resource Management	3		
MGT 4479	Management Seminar	3		
<b>Major Electives (Choose 3 courses from the following)</b>				
MGT 4499	Management Internship			Y
	Any upper-level BUS, MGT, or HRM course	3		
MKT 4465	Supply Chain Management	3		
QM 3342	Decision-Making & Data Analytics	3		
	No more than one upper-level business elective	3		
Program Electives/Concentrations/Tracks				
<b>Choose either the General Electives Option or one of the Specialization options:</b>				
<b>General Electives Option</b>				
	Take 12 hours of upper-level business electives that align with career interests.	12		
<b>Data Analytics Specialization</b>				
IS 3346	Database Management Systems I	3		
DA 4410	Business Data Mining I	3		
DA 4415	Big Data Analytics and Visualization	3		
Choose 3 hours from:				
IS 3350	Business Programming	3		



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DA 4440	Business Data Mining II	3		
<b>Entrepreneurship Specialization</b>				
ENT 3325	Entrepreneurial Mindset	3		
MGT 4475	Entrepreneurial Management	3		
MKT 3364	Product & Service Innovation	3		
ENT or other approved	Any upper-level ENT course or other approved elective	3		
<b>Hospitality, Tourism, and Event Management Specialization</b>				
HSTM 2205	Introduction to Hospitality, Tourism and Event Management	3		
Choose 9 hours from:				
HSTM 4420	Hospitality, Tourism and Event Management Finance	3		
HSTM 4423	Current Issues in Hospitality, Tourism and Event Management	3		
HSTM 4425	Human Resource Management in Hospitality, Tourism and Events	3		
HSTM 4428	Legal Aspects in Hospitality, Tourism and Event Management	3		
HSTM 4462	Hospitality, Tourism, and Event Marketing	3		
<b>Human Resource Management Specialization</b>				
HRM 4455	Employment Law	3		
HRM 4481	Staffing	3		
HRM 4483	Human Resource Development	3		
HRM	Any upper-level HRM course	3		
<b>Marketing Specialization</b>				
MKT 3364	Product & Service Innovation	3		
MKT 4462	Consumer Behavior	3		
MKT 4464	Marketing Research	3		
MKT	Any upper-level MKT course	3		
<b>Promotion Specialization</b>				
MKT 3362	Promotion Management	3		
MKT 4461	Professional Selling	3		
MKT 3367	Digital Marketing	3		
MKT	Any upper-level MKT course	3		
<b>Risk Management and Insurance Specialization</b>				
RMI 3335	Principles of Risk Management and Insurance	3		
RMI 3348	Property and Casualty Insurance	3		
RMI 4442	Insurance Operations	3		
RMI 4440	Corporate Risk Management	3		



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<b>Sport Management Specialization</b>				
HSTM 2255	Intro to Sport Management	3		
Choose 9 hours from:				
HSTM 3335	Facility Management	3		
HSTM 3353	Legal Aspects in Sport Management	3		
HSTM 4430	Sport Marketing	3		
HSTM 4431	Analytics in Hospitality, Sport, Tourism, and Event Management	3		
HSTM 4435	Current Issues in Sport Management	3		
HSTM 4440	Governance and Policy in Sport	3		
HSTM 4451	Sport Finance	3		
<b>Supply Chain Management Specialization</b>				
MKT 4465	Supply Chain Management	3		
MGT 4430	Purchasing Management	3		
QM 3342	Decision-Making & Data Analytics	3		
Choose 3 hours from:				
MGT 4460	Introduction to Project Management	3		
ACT 3395	Managerial/Cost Accounting I	3		
<b>Research/Thesis</b>				
<b>*Total Credit Hours Required for Completion</b>		<b>120</b>		

**\*Note:** The total credit hours should equal the total credit hours in the Curriculum Overview table (V.B, p. 9).





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## IV. Program Resource Requirements

### A. Proposed Program Faculty\*

#### Current Faculty and Faculty to Be Hired

Complete the following **New Academic Degree Proposal Faculty Roster** to provide a brief summary and qualifications of current faculty and potential new hires specific to the program.

**\*Note:** Institutions must maintain and have current as well as additional faculty curriculum vitae available upon ACHE request for as long as the program is active, but CVs are **not** to be submitted with this proposal.

Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
<p><b>Note:</b> At Troy University, Term 1 and Term 2 overlap the Fall semester; Term 3 and Term 4 overlap the Spring semester. The Term/Semester designations below reflect AY 2024-2025 current and projected teaching assignments. These assignments reflect a typical academic year.</p>			
<p><b>Management Major Required Courses:</b> Faculty in this section are from the proposed program Department.</p>			
Laura Walker (FT)	<b>MGT 4472</b> , Organizational Behavior, 3 credit hours, Fall semester	PhD, Business – Management – University of North Texas Master of Parks, Recreation, Tourism Management – Clemson University B.S., Health, Education and Human Development; Minor: Travel & Tourism – Clemson University	(IP)
Jessica Kimbro (FT)	<b>MGT 4472</b> , Organizational Behavior, 3 credit hours, Terms 1, 2, and 4, Spring semester <b>BUS 4474</b> , Business and Society, 3 credit hours, Fall and Spring semester	MBA – Troy University with 6 additional Graduate credit hours taken (MGT 6615: Ethical Management & Leadership in a Global Economy; HRM 6603 Human Resource Management) BSBA – Troy University	MGT 4472: (IP and OL) BUS 4474: (IP)
Shelley Davis (FT)	<b>MGT 4472</b> , Organizational Behavior, 3 credit hours, Term 3 <b>MGT 4479</b> , Management Internship, 3 credit hours, offered as needed	PhD, Management – Auburn University MBA – Kennesaw State University B.S., Chemistry – Georgia Institute of Technology	MGT 4472: (OL) MGT 4479: (IP or OL, as needed)
Stan Blankenship (FT)	<b>MGT 4440</b> , Developing and Leading Effective Teams, 3 credit hours, Terms 1 and 3, Spring semester <b>MGT 4450</b> , Corporate Social Responsibility and Sustainability, 3 credit hours, Fall semester, Terms 2 and 4	MBA – Troy State University B.S., Business Administration - Troy State University	Former employment includes: VP Corporate Social Responsibility and other Director positions at Fruit of the Loom, Inc (IP and OL)
Janice Chretien (FT)	<b>HRM 3375</b> , Global Human Resource Management, 3 credit hours, Fall and Spring semester	PhD, Human Resource Development, Sub-plan: Organizational Development and Change – University of Texas at Tyler MBA – University of Texas at Tyler Master of Real Estate, Concentration: Real Estate Sales, Marketing, and Management – Realtor University B.S., Technical Management, Maj/Specialization: Hospitality Management – DeVry University	(IP)



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Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Henry Findley (PT)	<p><b>HRM 3375</b>, Global Human Resource Management, 3 credit hours, Fall and Spring semester</p> <p><b>HRM 4455</b>, Employment Law, 3 credit hours, Fall semester</p> <p><b>HRM 4481</b>, Staffing, 3 credit hours, Spring semester</p>	<p>PhD, Management – Auburn University</p> <p>MBA – Auburn University</p> <p>B.A., Psychology – Auburn University</p>	<p>Multiple HRM positions with Exxon Mobil including Senior Human Resource Analyst, Benefits and Recruiting Coordinator, and Human Resource Advisor (IP)</p>
Martie Schrimsher (FT)	<p><b>HRM 3375</b>, Global Human Resource Management, 3 credit hours, Terms 1, 2, 3, and 4</p> <p><b>HRM 4485</b>, Compensation, 3 credit hours, Terms 2 and 4</p>	<p>M.S., Human Resource Management – Troy State University</p>	<p>Holds both HRCI-PHR - Professional in Human Resources certification and SHRM-CP (Society of Human Resource Management Certified Professional) (OL)</p>
Ping He (FT)	<p><b>MGT 4479</b>, Management Seminar, 3 credit hours, Term 2, Spring semester, Term 4</p> <p><b>MGT 4471</b>, Leadership and Change, 3 credit hours, Terms 1 and 3</p>	<p>PhD, Hospitality &amp; Tourism Management – Virginia Tech</p> <p>M.S., Hospitality &amp; Tourism Management – University of Massachusetts Amherst</p> <p>B.S., Chemical Equipment and Mechanics, Mechanical Engineering - Sichuan Institute of Light and Chemical Technology</p>	<p>Work experience includes Associate Director, General Manager's Office at Sichuan Jinfeng Paper Co., Ltd.</p> <p>MGT 4479: (IP and OL)</p> <p>MGT 4471: (OL)</p>
<p><b>Management Major Electives (choose 3 Major Electives):</b>            Note: Additional Management Major Elective options (e.g., Any upper-level BUS, MGT, and HRM course, MKT 4465, QM 3342) also include courses from the Specialization options that follow this section so are addressed within the Specializations unless already included with the above faculty teaching assignments.            Faculty in this section are from the proposed program Department.</p>			
Mette Baran (FT)	<p><b>MGT 4471</b>, Leadership and Change, 3 credit hours, Fall and Spring semester, Term 4</p>	<p>Ed.D., Educational Leadership – DePaul University</p> <p>MBA, Major: International Business – DePaul University</p> <p>B.S. in Commerce, Major: Marketing – DePaul University</p>	<p>Previous work experience includes International Business Consultant for Cartus International (IP and OL)</p>
Joohan Lee (FT)	<p><b>MGT 4471</b>, Leadership and Change, 3 credit hours, Fall and Spring semester</p>	<p>PhD, Business Administration, Focus: Management – University of Texas at Arlington</p> <p>M.S., Management, Focus: Human Resource Management – Texas A&amp;M University</p> <p>M.A., Major: Industrial and Organizational Psychology – Chungnam National University</p> <p>Bachelor of Business Administration – Sungkyunkwan University</p>	<p>(IP)</p>
Debra Hunter (FT)	<p><b>MGT 4471</b>, Leadership and Change, 3 credit hours, Terms 2 and 4</p> <p><b>BUS 4474</b>, Business and Society, 3 credit hours, Terms 1 and 3</p>	<p>DBA, Emphasis: Management – Argosy University</p> <p>MBA – Troy University</p> <p>BBA – University of Georgia</p>	<p>(OL)</p>



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Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Yilu Wang (FT)	<p><b>MGT 4471</b>, Leadership and Change, 3 credit hours, Terms 2 and 3</p> <p><b>BUS 4474</b>, Business and Society, 3 credit hours, Fall and Spring semester, Terms 1 and 4</p>	<p>PhD, Business Administration, Concentration: Management – University of Texas at El Paso</p> <p>MBA – Victoria University</p> <p>BBA – Victoria University</p>	<p>MGT 4471 (OL)</p> <p>BUS 4474 (IP and OL)</p>
Natalie Bryant (FT)	<p><b>BUS 4474</b>, Business and Society, 3 credit hours, Terms 2 and 3</p>	<p>J.D. – Florida State University</p> <p>B.S., Political Science – Troy University</p>	(OL)
<b>Data Analytics Specialization:</b>			
Faculty in this section are from <i>outside</i> the proposed program Department.			
Guoxin Sun (PT)	<p><b>IS 3346</b>, Database Management Systems I, 3 credit hours, Fall semester</p>	<p>Masters, Computer Software and Theory – Lanzhou University</p> <p>Bachelor, Computer Science and Technology – Hebei University of Economics and Business</p>	(IP)
Cali Davis (FT)	<p><b>DA 4410</b>, Business Data Mining I, 3 credit hours, Spring semester</p> <p><b>DA 4440</b>, Business Data Mining II, 3 credit hours, Fall semester</p>	<p>Ph.D., Applied Statistics – University of Alabama</p> <p>M.S., Applied Statistics – University of Alabama</p> <p>B.S. Applied Mathematics – University of Alabama</p>	SAS Certified Advanced Analytics using Enterprise Miner (IP)
Tahmin Sultana (FT)	<p><b>DA 4415</b>, Big Data Analytics and Visualization, 3 credit hours, Fall semester</p>	<p>Ph.D., Information Systems (Supporting Area: Analytics) University of North Carolina at Greensboro</p> <p>M.B.A., MIS University of Dhaka (DU), Bangladesh</p> <p>Bachelor of Business Administration (B.B.A.), MIS, University of Dhaka (DU), Bangladesh</p>	(IP)
Nabid Alam (FT)	<p><b>IS 3350</b>, Business Programming, 3 credit hours, Spring semester</p>	<p>Ph.D., Information Systems (Supporting Area: Economics) University of North Carolina at Greensboro</p> <p>Master of Business Information Systems (MBIS), Australian National University, Australia</p> <p>Bachelor of Business Administration (B.B.A.), MIS, University of Dhaka, Bangladesh</p>	(IP)
<b>Entrepreneurship Specialization:</b>			
Drs. Chekwa and Dodd-Walker are from the proposed program Department; Dr. Brown and Ms. Morelock are from <i>outside</i> the proposed program Department.			



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Current Faculty			
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CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, <b>UN, UT</b> , G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Charla Brown (FT)	<b>ENT 3325</b> , Entrepreneurial Mindset, 3 credit hours, Fall semester  <b>MKT 3362</b> , Promotion Management, 3 credit hours, Fall and Spring semester  <b>MKT 4461</b> , Professional Selling, 3 credit hours, Fall and Spring semester	PhD, Business Administration, Maj/Concentration: Marketing - University of South Alabama Master of Public Administration - University of Alabama Graduate Certificate, Selling Sales Management – Ball State University B.S., History - Troy State University	Dissertation: The Passion to Persist: The Role of Sales Training, Sales Support, and Self-Efficacy in Inspiring Micro-Entrepreneurial Passion and Persistence - had a strong entrepreneurship focus Involved in multiple sessions at Troy University's IDEA Bank – e.g., Co-Lead and Faculty Mentor for 2023 Entrepreneurship Summer Camp: High School Pitch Competition Instructor for Boy Scouts of America Entrepreneurship Merit Badge (IP)
Charles Chekwa (FT)	<b>MGT 4475</b> , Entrepreneurial Management, 3 credit hours, Term 1	DBA, emphasis Management – Nova Southeastern MBA – Jacksonville State University B.S., Accounting – Mississippi State University	(OL)
Eva Dodd-Walker (FT)	<b>MGT 4475</b> , Entrepreneurial Management, 3 credit hours, Term 3	PhD, Business Administration – University of Texas at Arlington MBA – University of Texas at Arlington BBA, Emphasis, Electrical Engineering Route to Business – University of Texas at Arlington	(OL, could add IP)
Tara Morelock (FT)	<b>MKT 3364</b> , Product & Service Innovation, 3 credit hours, Fall semester, Term 2, Spring semester, Term 4  <b>MKT 3367</b> , Digital Marketing, 3 credit hours, Fall and Spring Semester	Graduate Certificate - Social Media – University of Alabama at Birmingham MBA – Troy University BSBA – Troy University	Former employment includes: Development Coordinator for Troy University and Sorrell College of Business, Current consulting for various private and public organizations, MKT 3364: (IP and OL) MKT 3367: (IP)
<i>Note: As entrepreneurship is a newer program, the elective spot will likely be satisfied by MKT 4461 Professional Selling, addressed in the below Promotion Specialization, for the near future.</i>			
<b>Hospitality, Tourism, and Event Management Specialization:</b> Faculty in this section are from <i>outside</i> the proposed program Department.			



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Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Heather Lewis (FT)	<p><b>HSTM 2205</b>, Introduction to Hospitality, Tourism and Event Management, 3 credit hours, Spring semester</p> <p><b>HSTM 4420</b>, Hospitality, Tourism and Event Management Finance, 3 credit hours, Spring semester</p> <p><b>HSTM 4425</b>, Human Resource Management in Hospitality, Tourism and Events, 3 credit hours, Spring semester</p> <p><b>HSTM 4428</b>, Legal Aspects in Hospitality, Tourism and Event Management, 3 credit hours, Fall semester</p> <p><b>HSTM 4462</b>, Hospitality, Tourism, and Event Marketing, 3 credit hours, Fall semester</p>	Ph.D., Apparel, Events, and Hospitality Management, Major: Hospitality Management – Iowa State University MBA – Fairmont State University BSBA, Major: Marketing – Glenville State College	(IP)
Lisa Kate Price-Howard (FT)	<p><b>HSTM 4420</b>, Hospitality, Tourism and Event Management Finance, 3 credit hours, Term 2</p> <p><b>HSTM 4425</b>, Human Resource Management in Hospitality, Tourism and Events, 3 credit hours, Term 1</p> <p><b>HSTM 4462</b>, Hospitality, Tourism, and Event Marketing, 3 credit hours, Term 3</p>	Ph.D., Parks, Recreation, and Tourism Management – University of Utah M.S., Parks and Recreation Management – Florida International University B.S., Parks and Recreation Management – Florida International University	(OL)
Harriet Dixon (FT)	<p><b>HSTM 2205</b>, Introduction to Hospitality, Tourism and Event Management, 3 credit hours, Fall semester</p> <p><b>HSTM 4423</b>, Current Issues in Hospitality, Tourism and Event Management, 3 credit hours, Term 1, Spring semester</p>	Ph.D., Parks, Recreation, and Leisure Studies – Clemson University M.S., Recreation and Leisure – East Carolina University B.S., Recreation and Leisure – East Carolina University	HSTM 2205: (IP) HSTM 4423: (IP and OL)
<b>Human Resource Management Specialization:</b> (if not already included above)			
Faculty in this section are from the proposed program Department			
William Benton (FT)	<b>HRM 4455</b> , Employment Law, 3 credit hours, Terms 1 and 3	J.D. – Samford University B.A., Psychology – Auburn University	(OL)
Toni Gaskin (PT)	<p><b>HRM 4481</b>, Staffing, 3 credit hours, Terms 1, 3, and 4</p> <p><b>HRM 4482</b>, Managing Health, Safety and Diversity, 3 credit hours, Term 1</p>	PhD, Education Psychology – Auburn University M.S., Human Resource Management – Troy University M.S., Psychology – Auburn University at Montgomery B.S., Psychology – Auburn University at Montgomery	Previous work experience includes Senior Director of HR at Troy University and Manager of Classification and Compensation at University of Notre Dame (OL)



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Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, <b>UN, UT</b> , G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Sherri Henley (PT)	<b>HRM 4481</b> , Staffing, 3 credit hours, Term 2	M.S., Human Resource Management – Troy University B.S., Interdisciplinary Studies – Troy University	Current full-time position is Employee Relations Coordinator with Troy University Human Resources (OL)
Ilhwan Na (FT)	<b>HRM 4483</b> , Human Resource Development, 3 credit hours, Fall and Spring semester	PhD, Business, Sub-Plan: Human Resource Management – University of Kansas M.S., Organization and Human Resource Management – Hanyang University B.S., Business Administration – Hanyang University	(IP)
Patricia Floyd (PT)	<b>HRM 4483</b> , Human Resource Development, 3 credit hours, Term 1, 2, 3, and 4	M.S., Human Resource Management – Troy University B.S.B.A., Concentration: Human Resource Management – Troy State University	Current full-time position is Academic Services Coordinator/Supervisor at Troy University (OL)
<i>Note: elective options include HRM 4482 and HRM 4485 which are addressed above in Gaskin and Schrimsher, respectively.</i>			
<b>Marketing Specialization:</b> (if course not already addressed above) Faculty in this section are from outside the proposed program Department.			
Willie Frank Thompson (FT)	<b>MKT 4462</b> , Consumer Behavior, 3 credit hours, Fall and Spring semester <b>MKT 4465</b> , Supply Chain Management, 3 credit hours, Fall semester	DBA, Emphasis: Marketing – Kennesaw State University M.S., Economic Development – University of Southern Mississippi B.F.A., Art – University of Southern Mississippi	(IP)
Akins Ogungbure (FT)	<b>MKT 4462</b> , Consumer Behavior, 3 credit hours, Terms 1 and 3	DBA - Marketing – Nova Southeastern University MBA – University of Houston-Clear Lake BBA - BUSGE – Texas Southern University	(OL)
Ayesha Tariq (FT)	<b>MKT 4464</b> , Marketing Research, 3 credit hours, Fall and Spring semester, Terms 1 and 3	PhD - Marketing – University of Alabama MBA - Business Analytics – University of Alabama M.S., Food and Nutrition – University of the Punjab B.S., Food and Nutrition – University of the Punjab	(IP and OL)
<i>Note: Sample MKT elective options include MKT courses in below Promotion Specialization</i>			
<b>Promotion Specialization:</b> (if course not already addressed above) Faculty in this section are from <i>outside</i> the proposed program Department.			
Eva Kelsey Lovering (PT)	<b>MKT 3362</b> , Promotion Management, 3 credit hours, Term 3	M.S., Marketing – University of Alabama B.S., Packaging Science – University of Florida	Former employment includes: Multimedia Marketing Strategist, Current employment: Technical Sales Manager at Olam (OL)
Harvey Kerlin (PT)	<b>MKT 4461</b> , Professional Selling, 3 credit hours, Terms 1 and 3	MA - Marketing – University of Alabama BSBA - Management – Auburn University at Montgomery	Former employment includes: Various sales and management positions, Current employment: HJK Consulting for various small businesses, (OL)





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Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, <b>UN, UT</b> , G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Laura Hicks (PT)	<b>MKT 3367</b> , Digital Marketing, 3 credit hours, Term 2	MBA – Auburn Montgomery BS – Troy University	Former employment: Senior Account Manager for Stamp Idea Group, Current employment: Owner of Datalytics Marketing, (OL)
<i>Note: Sample MKT elective options include MKT courses in above Marketing Specialization</i>			
<b>Risk Management and Insurance Specialization:</b> Faculty in this section are from <i>outside</i> the proposed program Department.			
Dan Yang (FT)	<b>RMI 3335</b> , Principles of Risk Management and Insurance, 3 credit hours, Fall and Spring semester  <b>RMI 3348</b> , Property and Casualty Insurance, 3 credit hours, Fall and Spring semester  <b>RMI 4442</b> , Insurance Operations, 3 credit hours, Fall and Spring semester	PhD, Business Administration (focus on Risk Management and Insurance) – University of Georgia M.S., Actuarial Science – Temple University Bachelor’s Degree of Management in the major of Accounting – Guangxi University	(IP)
Terrance Leberfinger (PT)	<b>RMI 4440</b> , Corporate Risk Management, 3 credit hours, Spring 2024	MBA – Franklin University B.S., Administration of Occupational Health and Safety Management – Slippery Rock University	Currently serves as VP of Human Resources and Safety at Wiley Sanders Truck Lines / Sanders Lead Company / KW Companies Served as VP of Human Resources and Risk Management at CIRCOR (2010-2012) Served as Executive Director of Human Resources & Risk Management and Global Director of Environmental Health and Safety at Worthington Industries (2001 – 2010) (IP)
<b>Sport Management Specialization:</b> Faculty in this section are from <i>outside</i> the proposed program Department.			
Minkil Kim (FT)	<b>HSTM 2255</b> , Intro to Sport Management, 3 credit hours, Term 3  <b>HSTM 4430</b> , Sport Marketing, 3 credit hours, Term 1	Ph.D., Health and Human Performance, Supporting Area of Emphasis: Sport Management – University of Florida M.S., Sport Management – University of Florida BSBA, Emphasis: Marketing – University of Alabama B.A., Business Administration – Yong-In University	(OL)
Sara Vogt (PT)	<b>HSTM 2255</b> , Intro to Sport Management, 3 credit hours, Fall semester	Ph.D., Sport Management – Troy University M.S., Sport Fitness Management – Troy University B.S., Sport Marketing and Management – Indiana University Bloomington	(IP)





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Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Frederick Green (FT)	<b>HSTM 3335</b> , Facility Management, 3 credit hours, Fall and Spring semester	PhD, Health and Physical Education – Florida State University MEd, Health and Physical Education – Frostburg State University B.S., Agricultural Business - University of Kentucky	(IP)
Shane Tatum (PT)	<b>HSTM 3335</b> , Facility Management, 3 credit hours, projected Term 2 <b>HSTM 4451</b> , Sport Finance, 3 credit hours, Term 3	Ph.D., Sport Management – Troy University M.S., Sport Management – Troy University B.S., Human Services – Troy University	(OL)
Robert Mathner (FT)	<b>HSTM 3353</b> , Legal Aspects in Sport Management, 3 credit hours, Fall semester	Ph.D. in Physical Education – Florida State University Master of Exercise and Sport Science – University of Florida BSBA – University of Southern Mississippi	(IP)
Michael Carroll (FT)	<b>HSTM 3353</b> , Legal Aspects in Sport Management, 3 credit hours, projected Term 3	Ph.D., Health and Human Performance – University of Florida Master of Exercise and Sport Science – University of Florida B.A., Religious Studies – University of North Carolina	(OL)
Gi-Yong Koo (FT)	<b>HSTM 4430</b> , Sport Marketing, 3 credit hours, Fall and Spring semester	Ed.D., Recreation & Sport Management – University of Arkansas M.S., Physical Education (Supporting Area of Emphasis: Sport Management) – Yonsei University B.S., Sport & Leisure Studies – Yonsei University	(IP)
Hilary Parkin (PT)	<b>HSTM 4435</b> , Current Issues in Sport Management, 3 credit hours, Fall and Spring semester	MBA, General Management – Troy University B.A., Business Administration, Concentration: Human Resources – Converse University Currently pursuing a PhD in Sport Management at Troy University, dissertation stage	Current full-time position: Assistant Director of Athletics, Student-Athlete Services, Troy University (IP)
Christopher Atwater (FT)	<b>HSTM 2255</b> , Intro to Sport Management, 3 credit hours, Term 1 <b>HSTM 4431</b> , Analytics in Hospitality, Sport, Tourism, and Event Management, 3 credit hours, Fall semester and Term 2	PhD, Education, Emphasis: Urban Services Leadership – Virginia Commonwealth University M.S., Recreation, Parks, and Sport Leadership, Virginia Commonwealth University B.A., HIS, Skidmore College	HSTM 2255: (OL) HSTM 4431: (IP and OL)
Nicole Sellars (FT)	<b>HSTM 3353</b> , Legal Aspects in Sport Management, 3 credit hours, Spring semester <b>HSTM 4440</b> , Governance and Policy in Sport, 3 credit hours, Fall semester	PhD, Sport & Exercise Science, Emphasis: Sport Administration – University of Northern Colorado Master of Physical Education, Emphasis: Athletic Administration – Idaho State University B.A., Communication – Boise State University	(IP)



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Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Anthony Dixon (FT)	<b>HSTM 2255</b> , Intro to Sport Management, 3 credit hours, Spring semester  <b>HSTM 4451</b> , Sport Finance, 3 credit hours, Fall semester	Ph.D. in Parks, Recreation, and Tourism Management, Emphasis: Sport, Tourism, and Economic Development – Clemson University MBA – East Carolina University B.S., Finance – University of North Carolina at Wilmington	(IP)
<b>Supply Chain Management Specialization</b> (if not already addressed above) Drs. Coco and Voss are from the proposed program Department; Dr. Todd and Mr. Daniel are from <i>outside</i> the proposed program Department.			
Charles Coco (FT)	<b>MGT 4430</b> , Purchasing Management, 3 credit hours, Spring semester	DBA, Concentration: Management – Anderson University MBA – Auburn University at Montgomery B.S.B.A., Management – Auburn University at Montgomery	Previous work experience includes Purchasing Manager at Cummings, Inc. and Purchasing Manager at Norment Security Group (IP)
Dewey Todd (FT)	<b>QM 3342</b> , Decision-Making & Data Analytics, 3 credit hours, Term 4	PhD, Decision Sciences – Georgia State University B.S., Banking and Financial Support Services – Troy University	(OL)
Claude Lee Daniel (FT)	<b>ACT 3395</b> , Managerial/Cost Accounting I, 3 credit hours, Fall and Spring semester	Masters in Public Accounting (M.P.A), Texas Tech University Bachelor of Business Administration (B.B.A), Accounting, University of Texas – Arlington	(IP)
Richard Voss (FT)	<b>MGT 4460</b> , Introduction to Project Management, 3 semester hours, course last offered 2023 Term 2	Ph.D., Management – The University of Alabama M.S., Human Resource Management – Troy State University M.S., International Relations – Troy State University B.A., Language – University of California - Riverside	(OL)
Additional Faculty (To Be Hired)			
1	2	3	4
FACULTY POSITION (FT, PT)	COURSES TO BE TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)

Abbreviations: (FT, PT): Full-Time, Part-Time; (D, UN, UT, G, DU): Developmental, Undergraduate Nontransferable, Undergraduate Transferable, Graduate, Dual: High School Dual Enrollment  
 Course Modality: (IP, OL, HY, OCIS): In-Person, Online, Hybrid, Off-Campus Instructional Site



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**Courses Taught/To be Taught** – For a substantive change prospectus/application, list the courses *to be taught*, not historical teaching assignments.



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## B. All Proposed Program Personnel

Provide all personnel counts for the proposed program.

Employment Status of Program Personnel		Personnel Information		
		Count from Proposed Program Department	Count from Other Departments	Subtotal of Personnel
Current	Full-Time Faculty	18	22	40
	Part-Time Faculty	4	8	12
	Administration			
	Support Staff			
**New To Be Hired	Full-Time Faculty			
	Part-Time Faculty			
	Administration			
	Support Staff			
			<b>Personnel Total</b>	<b>52</b>

**\*\*Note: Any new funds** designated for compensation costs (Faculty (FT/PT), Administration, and/or Support Staff to be Hired) **should be included** in the **New Academic Degree Program Business Plan Excel file**. Current personnel salary/benefits (Faculty (FT/PT), Administration, and/or Support Staff) **should not be included** in the **Business Plan**.

Provide justification that the institution has proposed a sufficient number of faculty (full-time and part-time) for the proposed program to ensure curriculum and program quality, integrity, and review.

The courses included in this proposed Management major are courses that already exist and are offered regularly. MGT 4460 Project Management has not been offered as regularly due to some staffing changes but will be able to be offered more regularly in the future. There are multiple elective offerings for students to choose from, so, even if a particular elective is not offered in a given semester, there will be other options from which the student may choose.

## C. Equipment

Will any special equipment be needed specifically for this program? Yes  No   
 If yes, list the special equipment. Special equipment cost should be included in the **New Academic Degree Program Business Plan Excel file**.

## D. Facilities

Will any new facilities be required specifically for the program? Yes  No   
 If yes, list only **new** facilities. New facilities cost should be included in the **New Academic Degree Program Business Plan Excel file**.



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Will any renovations to any existing infrastructure be required specifically for the program? Yes  No

If yes, list the renovations. Renovation costs should be included in the **New Academic Degree Program Business Plan Excel file.**

## E. Assistantships/Fellowships

Will the institution offer any assistantships specifically for this program? Yes  No

If yes, how many assistantships will be offered?

The expenses associated with any *new* assistantships should be included in the **New Academic Degree Program Business Plan Excel file.**

## F. Library

Provide a brief summarization (one to two paragraphs) describing the current status of the library collections supporting the proposed program.

Will additional library resources be required to support the program? Yes  No

If yes, briefly describe how any deficiencies will be remedied, and include the cost in the **New Academic Degree Program Business Plan Excel file.**

The Troy University Library subscribes to the two leading business and management databases: Business Source Ultimate from Ebsco, which includes 1,915 active full-text, peer-reviewed journals with no embargo, and ABI/Inform from ProQuest, featuring 927 active full-text, peer-reviewed journals with no embargo. Additional specialized databases in this field are AtoZ International Business, Data Axle, EconLit with Full Text, Emerald Insight, Gale Business Insights: Essentials, Gale OneFile: Business, IBISWorld, Mergent Archives, and Mergent Online. For high-quality, broad-based resources, the Library also offers Academic Search Ultimate, Sage Journals, ScienceDirect (from Elsevier), Scopus, and Wiley Online Library.

## G. Accreditation Expenses

Will the proposed program require accreditation expenses? Yes  No

If yes, briefly describe the estimated cost and funding source(s) and include cost in the **New Academic Degree Program Business Plan Excel file.**

## H. Other Costs

Please explain any other costs to be incurred with program implementation, such as marketing or recruitment costs. Be sure to note these in the **New Academic Degree Program Business Plan Excel file.**

No additional costs are expected.

## I. Revenues for Program Support



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Will the proposed program require budget reallocation?

Yes  No

If yes, briefly describe how any deficiencies will be remedied and include the revenue in the **New Academic Degree Program Business Plan Excel file**.

Will the proposed program require external funding (e.g., Perkins, Foundation, Federal Grants, Sponsored Research, etc.)?

Yes  No

If yes, list the sources of external funding and include the revenue in the **New Academic Degree Program Business Plan Excel file**.

Please describe how you calculated the tuition revenue that appears in the **New Academic Degree Program Business Plan Excel file**. Specifically, did you calculate using cost per credit hour or per term? Did you factor in differences between resident and non-resident tuition rates?

Calculations were made based on the credit hour cost assuming students take 12 hours per semester (minimum for full time status) and paid the resident rate.

**ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY**

<b>INSTITUTION:</b>	Troy University						
<b>PROGRAM NAME:</b>	B.S.B.A., Management (Management Major)					<b>CIP CODE:</b>	52.0201
<b>SELECT LEVEL:</b>	UNDERGRADUATE (BACHELOR'S)						

**ESTIMATED \*NEW\* EXPENSES TO IMPLEMENT PROPOSED PROGRAM**

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
FACULTY								\$0
ADMINISTRATION/STAFF								\$0
EQUIPMENT								\$0
FACILITIES								\$0
ASSISTANTSHIPS/FELLOWSHIPS								\$0
LIBRARY								\$0
ACCREDITATION AND OTHER COSTS								\$0
<b>TOTAL EXPENSES</b>	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>

**\*NEW\* REVENUES AVAILABLE FOR PROGRAM SUPPORT**

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
REALLOCATIONS								\$0
EXTERNAL FUNDING								\$0
TUITION + FEES	\$50,880	\$101,760	\$254,400	\$305,280	\$356,160	\$407,040	\$457,920	\$1,933,440
<b>TOTAL REVENUES</b>	\$50,880	\$101,760	\$254,400	\$305,280	\$356,160	\$407,040	\$457,920	<b>\$1,933,440</b>

**ENROLLMENT PROJECTIONS**

*Note: "New Enrollment Headcount" is defined as unduplicated counts across years.*

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
FULL-TIME ENROLLMENT HEADCOUNT	No data reporting	15	25	30	35	40	45	31.67
PART-TIME ENROLLMENT HEADCOUNT								0.00
<b>TOTAL ENROLLMENT HEADCOUNT</b>		15	25	30	35	40	45	31.67
<b>NEW ENROLLMENT HEADCOUNT</b>		10	15	15	15	20	20	15.83
<b>Validation of Enrollment</b>			YES	YES	YES	YES	YES	

**DEGREE COMPLETION PROJECTIONS**

*Note: Do not count Lead "0"s and Lead 0 years in computing the average annual degree completions.*

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
<b>DEGREE COMPLETION PROJECTIONS</b>	No data reporting	2	3	10	15	15	17	10.33